

Workplan Logistics

I. Selling/Execution Detail

Month: April *16,800*
 Promotion: DORAL \$1/2 Packs *offset*
 Promotion #: 800220
 Item #: 540890, 540881 (POS)
 Segment: Partners Supermarket Outlets *In-store \$*
 SKU Quantity: 40 *Displays / merch to be utilized per rep. KAM*
 Placement/MSA Reporting: DOR APR \$1/2 PKS
 Reporting Dates: 4/6/98 - 6/12/98

Promotion Details: 1) Promotion Description - DORAL supermarket pack promotion \$1/2 packs will be pre-sleeved in Winston-Salem. Promotional product will be in white cartons.
2) Materials Description - #540890 - 24" Package Merchandiser Card (1/SKU) #540881 - POS Card (1 SKU)
3) Recommended Displays - RJR Promotional Pack Platform

Pricing Details: - Invoice Description: DORAL \$1 2/Pks
 - Pricing: Reduced list price.
 - Terms: Standard 3.25%. .5% EFT.
 - Additional Allowance: N/A

Promotional Packaging UPC: 12300-24695

Case/ Product UPC: 28- 25178 - DORAL Lts Mthl 100 28- 25183 - DORAL Lt Box 100
28- 25179 - DORAL Ult Lts 100 X 25180 - DORAL Box 83
28- 25182 - DORAL Box 100 X 25181 - DORAL Lt Box

White Carton/Product UPC: ✓12300-25161 - DORAL Lts Mthl 100 ✓12300-25166 - DORAL FF Box 100
✓12300-25163 - DORAL Ult Lts 100 X12300-25167 - DORAL Lts Box
✓12300-25165 - DORAL Lts Box 100 X12300-25168 - DORAL FF Box

VAP Payment Per 6M Case: No special VAP packing required. Normal tax stamping allowance only.

II. Promotion Timing

Allocations Available: 1/12/98
 Model Available: N/A
 Allocation Adjustments to Model: N/A
 Templates Available: N/A
 Valued-Added Transfer Deadline: N/A
 First Order Date: 3/2/98
 First Delivery Date to Direct Accounts: 3/23/98
 VAP/Delivery Date to Retail Accounts: 4/20/98 (may be worked earlier if feasible)
 Last Delivery Date to Direct Accounts: 5/4/98
 Roll Remaining Allocations to National/Clean-Up: 5/11/98

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